BUREAU ADVERTISES OMAHA

C. C. Rosewater Makes Annual Report of Publicity Body.

GIVES MUCH INFORMATION

Commercial Club Disseminates Colnuns of News to the World in Behalf of Omaha's Advantages,

Each week of the year the bureau of publicity of the Commerciail club sends news matter concerning activities in Omaha and the state, to 857 newspapers of the state. Also it answered over 1,000 independent letters on inquiry for information concerning Omaha in the last year. These are a few of the score of activities of the bureau of publicoty as set forth in the annual report made by C. C. Rosewater, chairman of the governing committee of the bureau. The report is made to the subscribers to the support of the bureau. There are something like 125 business men of the city who subscribe annually for the support of this bureau.

The report points out that the bureau works for the interest of Omaha and the state. It calls attention to the work done by the bureau in circulating the news and pictures of the rebuilding of Omaha after the tornado; the efforts of the bureau in securing the publication of booster editions of several hundred newspapers throughout the state which set forth the resources and activities of Nebraska. It is also mentioned that the bureau distributed these papers broadcast over many states; that much publicity was given Ak-Sar-Ben and the many ventions and industrial shows that comto Omaha in the course of a year; that the bureau is directly instrumental in bringing them here; that in the selection of conventions a study is made of their "good will" and value to Omaha and the state before invitations are extended; that the bureau has distributed in the year 50,000 booklets of Omaha and 25,000 pamphlets giving compact statistical information in regard to Omaha's industrial activities; that the bureau organized "Omaha day" for the state fair; that it secured the passage of the publicity bill in the state; that the chairman of the governing committee C. C. Rosewater, Parrish, have on invitation made numerthat many other activities were incidental to the work of the bureau.

for the year shows the following:

New Officers of Mail Carriers' Auxiliary Are Installed



Officers of Woman's Auxiliary of the Local Organization of the Zeitner National Assn. of Mail Carriers

Top Bow, Left to Right-Mrs. D. M. Bartley, president; Mrs. J. F. Gifford, vice president. Bottom Row, Left to Right-Mrs. W. C. Bouk, secretary, Mrs. C. F. Michelsen, treasurer; Mrs. D. T. Reed, mistress-at-arms.

Mr. Werrenrath is a baritone with

clear and rich voice, the like of which is

seldom heard on the American concert

More events of a similar character will

the date of the convention in order to

Books Taken to the

Wrong Jail Are in

expressman was appealed too he said he

"They ain't none down there, boss,"

Fortune Out of Sand

Charles Harmes of Cherry county, Ne

Mr. Harmes left Omaha six years ago

Cherry county. He has proved up on this

land, for which he paid \$4,500 cash. On

this trip to Omaha, Mr. Harmes brought

a car of fat hogs and on the ranch at

A really good baritone is a

wherever she sings.

this early time.

copped 'em all."

ing a bare living.

ess than \$500 in value.

Fire Captain Tobin

tured his right leg in a similar manner.

DANCING THE TANGO IS

satan" was taught.

Mail Carriers Plan Extraordinary Musical Event by Artists.

FOR BENEFIT OF CONVENTION singers, and Miss Gluck was acknowl-

Money that May Be Made is to Go Towards Giving Visitors of 1915 a Creditable Entertainment.

Members of the entertainment committee of the local lodge of the National and the manager of the bureau, E. V. Association of Letter Carriers have already started extensive preparations to stage. ous addresses in neighboring cities, and raise money in order to make the twen- scaroity and is especially so among tieth blennial convention of the associa- Americans. Mr. The financial statement of the bureau tion in this city in 1915. The first event harmonizes with the higher-pitched notes on the proposed program will be a musicale at the Auditorium on the evening of the most delightful musical treats. of March 2, with Miss Alma Gluck, soprano, and Reinold Werrenrath, baritone, be promoted between the present time and

as the singers. All the money coming from the con- raise additional moneys. The number of cert at the Auditorium will go into the delegates expected to come to Omaha general fund of the Omaha lodge for the should reach over 2,500 and, together purpose of financing Omaha's share in a with their wives and families, the number reditable manner. The prices are lower in the city will probably exceed 5,000. In than usual; in fact, are so reasonable order to treat them to the right enterthat it is necessary to fill the Audi- tainment the expenses will be great, so forium if expenses are covered. Two dol- the entertainment committee has started

POSTMEN TO GIVE MUSICALE lent seats may be obtained for a price State Girls and Miss Gluck is one of the greatest of Boys to Farm for American sopranos and has been the leading lyric soprano of the Metropolitan Valuable Prizes Grand Opera company. That is a dis-

tinction only to be accorded to very great Boys and girls of Nebraska are preedged one of the best singers to particlparing to enter into the Boys' and Girls' pate at the big New York opera house. clubs of Nebraska, including the three Mme. Sembrich was Miss Gluck's teacher and under her guidance she learned to and the Gardening club, for the purpose sing all the old operas and songs. With of making a special study of up-to-date her knowledge of the later operas, Miss farm methods of raising crops. The boys Gluck submits an extensive repertoire and girls must be between the ages of 19 and 18.

In order to accentuate the interest in the farm work prizes are to be given for the best products. The prizes range from \$3 up to \$100. Last year acores of children entered the competitive farming and worthy of experienced and expert agriculturists. This year the entries up to date indicate that the number who will strive for the prizes will exceed that of last year

All stuffs raised by the boys and girls will be placed on exhibition at the county contests and at the state contest, so that all may be able to see and examine the handicraft of the rising generation of this In a few counties there are no prizes, but anyone within the county is eligible to state prizes.

The judging is done on a system of 100 per cent to the best showing of profit on investment, a certain per cent to quality and the exhibit and a certain per cent to a written crop report and history which must be compiled by the boys and girls. The percentages vary in the different clubs. For instance, yield is important to the extent of 40 per cent on potatoes, while only to the extent of 30 per cent on gardening. They all total 100, however. It is confidently expected

university farm at Lincoln is conducting the competition and is sending out enrollment blanks to all who desire to enter.

peen received. Superintendent Graff said Early Morning Fire he had sent them right over. When the Frightens Guests at had taken the books to the city fail and he was forthwith ordered to go after he telephoned the superintendent of

"Dem policemen have done A steam pipe set fire to the outside of the Tony Costanzo pool hall on Doug-Investigation disclosed the fact that ias, near Thirteenth, at 3:20 a. m. Omaha's coppers had raided the bundle yesterday and frightened a score or more of books and having distributed them lodgers in the Keystone and State hotels, were proceeding to use them in a proper directly overhead. Yells of "fire" from passersby brought

many from their beds in negligee attire. and when the fire sirens commenced to whistle, the scene inside each hotel was ne of terror.

However, the department soon had the blaze extinguished and it required but a Hills in Six Years few momental rel guests. few moments to calm the awakened ho-

At 3:30 a gasoline heater in a Northwestern merchandise car, standing on a brasks, twenty-five miles north of Hyan- spur track at Fourteenth and Webster nis, is in the city for a few days visiting streets, exploded and set fire to the conold friends, having resided on West Leav- tents of the car. By the time the deenworth street many years, during all partment extinguished it merchandise of which time he was a day laborer mak- worth over \$100 had been damaged or de-

and took up a Kinkaid homestead in Income Tax Queries and has since bought another section of to Be Answered by Hammond at Dinner

home he has 100 more that are about ready for market. Besides these, he has The public affairs speaking at the Comtwenty-five head of cattle and four nercial club is to be conducted a little porses. He lives in a modern house and differently the coming Thursday than has good outbuildings, all of which are usual in that the speaker is to supplied with water from a private system on the ranch. He is estimated to be worth to ask him. Ross Hammond, collector of \$18,000 to \$20,000, and when he went to the internal revenue for Nebraska and by virsand hills his entire possession aggregated tue of that office also the collector of the new income tax will address the assembly. Mr. Hammond has been in some demand as a speaker during the last six weeks, on account of the information he Slips and Breaks Leg has necessarily acquired about the income tax and the machinery of its collection. The business men want to know In responding to a fire call from Fourabout the tax and who must pay and how eenth and Douglas streets yesterday aptain Thomas Tobin of department No. suffered a broken left leg when he nissed the sliding pole in the barn and fell to the floor below. It was just fourteen years ago that Captain Tobin fracall the information they desire outside of the phone by the donors. his regular speech

> DR. HOLOVTCHINER WILL ADDRESS PHILOSOPHISTS

tion in Omaha." After the principal adouncilmen declared "this invention of dress the subject will be thrown open

> The Persistent and Judicious Use of Newspaper Advertising is the Road to Eustness Success

Omaha's Home Builders

Some Real Estate Deals.

in Omaha and he knows its possibilities.

He has perhaps not seen this piece of

property for four years, but when he

got a chance to buy it he took it at

\$17.000. He bought it of Colonel S. S

Curtis of Omaha. Omaha real estat-

men regard this as another evidence of

how the man that travels a great deal

in other lands and in other cities, real-

zes the great possibilities of Omaha,

ness men who are here all the time. Dr. Mercer bought other property in

Fare Benefit !

Socialists See Signs Indicating that Owners of Real Estate Would Absorb All Savings Thus Made.

Socialists who are struggling for the seven-tickets-for-a-quarter rate in street car fares here, received a hint recently as to what would be the probable ultimate result of such a reduction. The hint the purchase of the garage at Twentywas unintentionally given by Harry Wolf second and Farnam streets last week by in a speech at the Real Estate exchange meeting. He inadvertantly dropped a remark that showed that the landlords are already figuring on how it will benefit them in the shape of increased rents.

"I am in favor of the seven-fares-for-a quarter fight," said Mr. Wolf. "I believe we should not oppose it too strenuously, for if the laboring men get cheaper car fare they will be able to pay better rents, and we would all benefit by it. This, it is said, is the old, old, sons landlordism. Wolf is not necessarily landlord of any huge proportions, but in this remark he showed some of the instincts of that species according to some of the socialistic thinkers of Omuha.

Long ago, economic philosophera pointed out that the ground value has a tendency to absorb every improvement the community, and that the individual wners of pieces of ground get the advantage of this improvement in the shape of increased rents.

Thus while the laboring men were signing the petitions for cheaper car fare, it develops the agents for the landlords were figuring on how quickly they could transfer these carfare savings from the sub-clubs, the Corn club, the Potato club pockets of the laboring men to the pockets of the landlords.

Socialists for Lower Fares Socialists who were instrumental in pushing the fight for lower car fare are now reading with renewed interest the passage written by Henry George some forty years ago in which he touches on the tendency of the landlord to absorb all the benefits that are gained supposedly for the whole community. In the light the products which won the prizes were of what Wolf said openly at the Real Estate exchange, local economists and socialists are giving the matter new thought. Henry George said forty years ago that if the city would issue bonds and purchase the electric light plant, the water plant, the street car line, and all the public service utilities, and if the city could get them paid for and actually give the service of all these utilities absolutely free of any cost to the consumer, then said Henry George the landlords would raise rents just enough to absorb the savings thus made. To make the point more striking, the great economist

Moros Would Make Short Work of Any Local Government

WASHINGTON, Feb. 7.-"The Moro Entries for competition close on June 1. Pershing in his latest report as gover-The agricultural extension service at the nor of Mindanao to Secretary Garrison.

"The actual relations between them are such that any attempt at Filipino government would lead only to rebellion and disaster. Peace in the Moro province can be maintained only by continuance of American control. If we are to honestly carry out our obligations to the tribes, who have yielded to our authority and who expect us to guide them to some-Two Upstairs Hotels thing better, then the entire island of Mindanao should be governed and controlled permanently by American officials and under American sovereignity." The administration's Philippine government policy has not yet been worked out far enough to indicate how far the general's views are shared in Washington.

RICHARDSON TO CHANGE BOOKKEEPING FOR SCHOOLS

James Richardson, chairman of the finance committee of the Board of Education, will institute a new system of bookkeeping in the secretary's office. Instead of crediting the receipts from saloon licenses for the year in advance to the closing year the fact that these licenses are received for a year in advance and expended on the debts of a year that is gone will be made clear on the records. Heretofore this method of bookkeeping has prevented a huge deficit in the Board of Education funds and left an apparent surplus.

Under a former regime Richardson was chairman of the finance committee of the school board and was reappointed when Dr. Holovtchner was dethroned and C. Walker was made president.

SISTERHOOD OF TEMPLE ISRAEL TO GIVE MUSICAL

Under the auspices of the Sisterhood of the Temple Israel a musical will be answer any questions the house chooses given Tuesday evening at the temple. Misses Madge West, Eloise West, Helen Sommer, Hortense Spiesberger, Mamie Spiesberger, Laura Goetz and Sara Schneider and Messrs. Edward Wotawa. Harold Rosenbaum and Francis Palais will render the selections.

WARM CLOTHING NEEDED FOR ICE HARVEST WORKERS

Warm clothing for workmen who will much. Necessarily it is a subject of start cutting ice soon, or have already variable importance and significance to done so, is badly needed, the charity business men. Many have asked the priva authorities declare. They say they will ilege of asking Mr. Hammond questions be glad to arrange to get any garments on the floor, in order that they may get that are offered if they are notified over

> E. J. Davis SAFE MOVER

Heavy Hauling

1212 Farnam PHONE DOUGLAS 363

TIMELY REAL ESTATE GOSSIP at that time said, that even though by made. The house was destroyed by the coins for a day, labor would be no better nor did it dampen his faith in the future Who Would the Seven for Quarter off the day after the rain, for every land, of Omaha property.

his ground and would give the landless B. H. Robison, president of the Bankers Reserve Life Insurance company. HARRY WOLF HAD A THEORY No. it will not rain gold coins in Omaha. has just acquired a farm of 585 acres But if it rains any such blessing as a in lows, ten miles west of Creston. The saving of a nickel a week on car fare, farm is well improved and is stocked socialists now see that landlords stand with thoroughbred cattle and sheep. It ready to advertise that fact as an excuse has been operated on a large scale and for collecting that extra nicket a week in is said to be one of the most flourishing farms in Iowa. The consideration named in the deed was \$65,625. Mr. Robison traded in a number of Omaha houses at \$30,000 and paid the balance in cash. He intends to fit up one of Another example of long-distance buying of Omaha real estate was given in the houses on the farm for a summer home. It is probable that members of the family will go out at intervals in the summer to live for a period, espe-Dr. Nelson B. Morcer, now for some cially since the farm is within easy mo years in London. Mercer formerly fived

toring distance from Omaha.

Jesse I. Hiatt, who has been connected with the well known real estate firm of Hastings & Heyden for the last six years, has severed his connection with that firm to enter the real estate business for himself and has formed a partnership with E. M. Fairfield, formerly manager of the Omaha Water company The new firm has taken a suite of offices at 230 Omaha National bank build-Omaha since he has been located in Lon- ing and will do a general real estate and don. Nearly a year ago he bought a insurance business under the firm name house just a short time before the tor- of Hlatt-Fairfield company.

THE MONEY YOU EARN \$ 7% It has been proven that 7% interest is a sensible standard of safety. Home Builders Guarantees 7%. The Dividend is paid in cash twice each year. 7% compounded doubles your money in 10 years. OUR We build and finance homes. In a growing city this is a profitable bus!PLAN ness The Mortgages on Homes we build earn for you the guaranteed 7%. In addition you receive your share of builders profits on your shares at \$1.10 each.

HOW ARE YOU INVESTING

SAFE To be sure of safety we avoid specing and financing only. We buy no vacant property. We make no loans, but finance and build homes for the home buyer. You always know what your money is doing in Home Builders. ASSETS Our assets consist of Cash in We are holding no vacant property. Virtually, our money is all at work. There is a constant demand for Home Builders' funds for home building purposes.

SURPLUS our surplus is earned from the values of your shares each 6 months.

Put your spare dollars to work in Home Builders, and be assured of safety, good service and 7%. We are old enough and strong enough to merit your entire confidence. Let us get together now!

AMERICAN SECURITY CO., Fiscal Agents For HOME BUILDERS (Inc.) 17th and Douglas Sts., Omaha. GET OUR PLAN BOOK NOW.

"Send us some old books for the prisners to read," asked the county failer
of Superintendent E. U. Graff, and the
Entries for competition close on June 1

Ent



We Maintain Unexcelled Service 804 South 16th Street Phone Doug. 4163

Income Tax

If in need of assistance in preparing returns for the Federal Income Tax the equipment of our office is at your disposal, confidentially and without obligation or charge. We have the necessary blanks and will be glad to help you in filling these out.



An Honest Man's Birthday

It was Lincoln who phrased that great truth about the impos-sibility of fooling all the people all the time. Certainly the Great Emancipator was hard to fool. Were he living now he would undoubtedly set his seal of approval on our men, methods, equipment, service and low rates, as the majority of discerning Omahans have already done. We've got the goods and would like to show you.

Gordon Fire Proof Warehouse & Van Co.

219 North 11th St.

Phone Douglas 894

We supply all sorts of photographs

tives filed, classified and indexed.

If you need an illustration or photograph for any purpose, we can supply you at once.

We also have the latest and most up-to-date equipment for photographing interiors, for photographing catalogue subjects, for panoramic views and fer enlarging photographs. We will send a photographer to take any kind

Prominent men, Buildings,

Art studies, Farm scenes, Animals,

Our art department will make new drawings or retouch, or revise photographic copy for making engravings. Our engraving department will make engravings for you for any kind of illustration work. Our electrotyping department will make duplicate cuts from engravings or type matter.

BEE PUBLISHING COMPANY, Omaha, Nebraska

Hands of Coppers is the new slogan of Dr. McCarthy, Omaha's widely known ear and eye specialist. He has served Omaha and Nebraska people for the past fifteen years and is acknowledged master of his profession. Here Is an Opportunity f Superintendent E. U. Graff, and the uperintendent bundled a big package of discarded books together, called an exressman and ordered them delivered. Some time later the county failer wanted to know why the books had not

have eye and ear trouble. Dr. McCarthy will examine and correct all defects of the eye and ear and allow you to pay him when you can.

Pay--When You Can

With properly fitted glasses, Dr. McCarthy relieves headaches, aching eyes, feeling of sand in the eyes, watery eyes, itching and burning eyes, floating spots, dizziness, pain in the temple and all troubles due to eye strain.

Don't Neglect the Children

Right now is the proper time to have their eyes and ears examined. In 95 per cent of backward children it is due wholly to

Are you growing hard of hearing? Have you head noises? If so, see Dr. McCarthy. It costs you nothing to learn whether he can benefit you or not.

manner-but not on their beats, they Consultation Free of Charge Omaha Laborer Gets

Dr. James T. McCarthy

Suite 1111 W. O. W. Bldg., Omaha, Neb.

The man who has straightened more crossed eyes with his special ground glasses than any other specialist in the west.

We have thousands of photographs and nega-

of a picture. Our subjects on file include:

Advertising subjects, Pure bred live stock, Life studies.

Our prices are remarkably reasonable.

MADE A MISDEMEANOR NORWALK, Wis., Feb. 7 .- At a meet-Dr. E. Holovichiner, formerly president ing of the village council here last night of the Board of Education of the Omaha an ordinance was passed making the schools, will address the Omaha Philodancing of the tango within the municisophical society this afternoon at 3 pal limits of Norwalk a misdemeanor, 6'clock in the society's hall, Nineteenth punishable by fine and imprisonment, and Farnam streets. He will take as his The marshal was ordered to close at once subject 'The Need of Technical Educaa dancing academy in which one of the

Giant Boss to Embark, President Hempstead of the Giants in-ends to leave New York for Martin, ex., on or about February 15.